



JABATAN PERKHIDMATAN VETERINAR MALAYSIA

LAPORAN LIPUTAN MEDIA

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DISEDIAKAN OLEH:

**SEKSYEN KOMUNIKASI KORPORAT
JABATAN PERKHIDMATAN VETERINAR MALAYSIA**

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26.04.2021	HARIAN METRO	LOKAL	10

Hanya untung 10 sen setiap kilogram

Kuala Terengganu: Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) Terengganu mengenal pasti beberapa pemborong ayam bersikap cekik darah di negeri ini.

Pengerusi Jawatankuasa Keusahawanan, Sumber Manusia, Industri Mikro dan Hal Ehwal Penjaja negeri, Mohd Nurkhuzaini Ab Rahman berkata, sikap buruk pemborong ayam menjual melebihi harga ditetapkan kepada peniaga runcit adalah satu penganiayaan.

Katanya, peniaga merungut hanya memperoleh keuntungan 10 sen bagi setiap kilogram (kg) ayam standard selepas kerajaan menguatkuasakan Skim Harga Maksimum Musim Perayaan (SHMMP) Hari Raya Puasa 2021.

"Peniaga mengadu pemborong menjual ayam ke-



MOHD Nurkhuzaini (kiri) menunjukkan harga ayam standard RM7.90 sekilogram ketika melakukan tinjauan di Pasar Besar Kedai Payang, semalam. Turut kelihatan, Saharuddin (tengah).

pada mereka dengan harga RM7.80 satu kg sedangkan harga borong ditetapkan adalah RM7.10 kg.

"Akibat itu, peniaga pula menghadapi keperitan apabila terpaksa menjual

harga ayam RM7.90 satu kg bagi mematuhi syarat kerajaan dan mereka hanya memperoleh keuntungan 10 sen setiap kg," katanya.

Beliau berkata demikian kepada

media selepas melakukan tinjauan pematuhan SHMMP di Pasar Besar Kedai Payang di sini, semalam.

Turut hadir, Pengarah KPDNHEP negeri, Saharuddin Mohd Kia.

Mohd Nurkhuzaini yang juga Ahli Dewan Undangan negeri (Adun) Kota Putera berkata, KPDNHEP negeri sudah diarahkan mengambil tindakan ke atas pemborong ayam yang didapati mengingkari harga borong.

"Kita dimaklumkan KPDNHEP sudah melakukan risikan dan mengenal pasti nama pemborong yang bersikap keterlaluan melakukan penindasan.

"Hasil tinjauan dilakukan mendapati bukan sahaja peniaga runcit ayam ditindas, malah peniaga ikan turut menerima tempias dan menjadi mangsa penindasan pemborong," katanya.

Peniaga ikan turut menerima tempias dan menjadi mangsa penindasan Pemborong

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26.04.2021	HARIAN METRO	LOKAL	10

Keeping it fresh with innovation

Quality foremost for homegrown brand offering dairy and plant-based milk products

By M. MAGESWARI
mages@thestar.com.my

WALK into any supermarket or store and a variety of milk products awaits consumers.

While shelves are mostly filled with cow's milk, products like goat's milk and plant-based milks have become popular as well.

And among these offerings are homegrown brand Farm Fresh's dairy and plant-based milk products that cater to different preferences in terms of taste and dietary requirements.

According to Loi Tuan Ee, who is founder and managing director of The Holstein Milk Company Sdn Bhd (HMC) and Farm Fresh Milk Sdn Bhd, Farm Fresh offers more than 80 SKU (stock keeping unit) consisting of fresh milk, flavoured milk and yogurt-based products as well as goat's milk.

Loi started his fresh milk business in 2010 after investing RM10mil in his farm at Mawai in Kota Tinggi, Johor. Sixty Holstein Jersey cows were imported from Australia for the purpose.

The 58-year-old believes few Malaysian consumers are aware that around 90% of products on retail shelves are made from powdered milk.

"Mothers can give their children fresh milk as it is sugar-free," he said at his farm Ladang 16, Taman Pertanian Universiti, Universiti Putra Malaysia in Serdang, Selangor.

Today, Loi has 6,000 cows, including tropical cows, and 250 goats in Malaysia, while there are another 2,500 Holstein cows in a farm in Australia.

Besides the Serdang farm – a collaboration with UPM that has



(From left) Loi, Azmi and Jacob at the Farm Fresh farm in Serdang, a collaboration with UPM that has earned the Industry Centre of Excellence recognition.

earned the Industry Centre of Excellence recognition, Farm Fresh's other farms are in Bandar Muadzam Shah (Pahang), Desaru (Johor), Pondok Tanjung in Taiping (Perak) and in Australia.

For Loi, the quality of feed is very important in ensuring that the cows, which he refers to as "girls and ladies", are well nourished.

He said this was why Farm Fresh planted Napier grass, which was high in protein and energy, and

Mombasa grass at its farms.

The company's senior farm manager Jacob Mathan added, "We treat our cows as guests at a five-star hotel and nourish them with the best feed available."

"We grow a lot of fresh grass for them and harvest at peak ripeness."

"Together with the grass, we also feed the cows corn and soya beans as well as other vitamins and minerals to ensure the right nutritional

balance," he said.

Farm Fresh milk products are available in two versions – pasteurised and UHT (ultra-high temperature).

"The company has grown to become a No.1 brand in the fresh milk category, based on the AC Nielsen report for 2019," Loi noted.

He said Farm Fresh also wanted to provide business opportunities to others through its home dealers

networking system that was initiated in 2016 – the brainchild of HMC and Farm Fresh chief operating officer Azmi Zainal.

"Many home dealers and agents have become part of our value chain in terms of distribution (of dairy products)."

"Some home dealers can earn up to RM5,000 a month by just distributing our products to night markets, neighbourhood stalls, schools and directly to consumers."

"We want to make a positive impact on communities and be socially responsible in terms of environment," Loi added.

Azmi said Farm Fresh currently has 38 stockists, 876 home dealers and 1,586 agents under its home dealers system, which has increased the company's market base and enabled it to reach out to rural consumers nationwide.

The system, he noted, has uplifted the economic status of its stockists, and helped home dealers and agents enjoy better earnings.

Azmi also said that Farm Fresh would be launching a new banana-flavoured milk in June to cater to local taste buds.

He said the Kurma Milk (date-flavoured milk) that was launched in 2016, turned out to a hit, especially during Ramadan.

"We have launched our vegan series – almond milk, soy milk and oat milk – this year due to the increasing trend for plant-based products in the market."

"We also launched an Australian organic milk in March, and the response is encouraging."

"Our products are made from fresh milk so the nutritious (value), taste and aroma is different," he added.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26.04.2021	SINAR HARIAN	SINAR NEGERI	25

BERITA
dalam
Keberkatan
di media dalam kebertukan

Tembak guna pelali sebelum curi lembu

Dua suspek ditahan masing-masing memiliki rekod jenayah lampau

Oleh ADILA SHARINNI WAHID

BACHOK

Polis menumpaskan geng curi lembu dengan menahan dua lelaki di kawasan semak di Kampung Kemudu Bongkok, Permata Machang di sini pada Selasa.

Geng berkenaan dipercayai menggunakan modus operandi menembak haiwan berkenaan dengan ubat pelali sebelum 'menyumbatnya' ke dalam lori.

Ketika ditahan, turut ditemui ialah tujuh lembu termasuk yang sudah mati dipercayai dicuri oleh suspek berusia 37 dan 46 tahun.

Pemangku Ketua Polis Daerah Bachok, Asisten Superintendan Mohd Yusrizal Mohd Ghazali ber-

kata, polis menerima laporan berhubung kes kecurian 17 ekor lembu di kawasan Jelawat, Telong, Melawi dan Ta-wang membabitkan kerugian RM35,000.

"Bertindak atas laporan pada awal bulan Mac itu, pasukan anggota Bahagian Siasatan Jenayah Daerah (BSJD) Bachok melancarkan operasi khas pada jam 9 malam Selasa.

"Hasil risikan dan maklumat daripada orang awam, polis menyerbu kawasan semak di Kampung Kemudu Bongkok, Permata Machang, Bachok dan berjaya menangkap dua lelaki berkenaan," katanya dalam satu kenyataan pada Ahad.

Beliau berkata, suspek menembak lembu berkenaan untuk mengelakkan haiwan terbabit bertindak liar.

"Semakan mendapati suspek



MOHD YUSRIZAL

pertama memiliki dua rekod lampau berkaitan kes jenayah dan dadah, bagaimanapun ujian urinnya negatif dadah.

"Suspek kedua pula memiliki rekod lampau berkaitan lima kes dadah dan satu kes jenayah, manakala ujian urinnya didapati positif *methamphetamine*," katanya.

Tambah beliau, siasatan awal mendapati geng berkenaan aktif menjalankan kegiatan mencuri lembu di daerah Bachok, Pasir Puteh dan Besut, Terengganu.

"Polis masih lagi mengesan rakan sejenayah suspek yang masih bebas," katanya.

Beliau berkata, dua yang ditahan itu dikenakan perintah reman selama tujuh hari bagi membantu siasatan mengikut Seksyen 379 Kanun Keseksan kerana mencuri.



Bangkai lembu yang ditemui dipercayai ditembak dengan ubat pelali.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26.04.2021	NEWS STRAITS TIMES	NEWS	12

African Swine Fever in eight Sabah districts

KOTA KINABALU: African Swine Fever (ASF) outbreaks have been declared in eight districts in Sabah — Pitas, Beluran, Kinabatangan, Lahad Datu, Kota Marudu, Sandakan, Telupid and Tongod, said Deputy Chief Minister Datuk Seri Dr Jeffrey Kitingan. Kitingan, who is also state agriculture and fisheries minister, said ASF, which affects pigs and wild boar, was also detected in Tawau and Nabawan districts. He said up to April 18, 398 pigs had been culled and 535 had died of the fever. “The authorities have conducted 234 awareness campaigns in 14 districts, not only to educate the public about the disease, but also to highlight the government’s efforts to prevent it from spreading. Though Sandakan has an ASF outbreak, the disease has not spread to the district’s main pork production farms.” **Bernama**

main pork production farms. **Bernama**

TARIKH	MEDIA	RUANGAN	MUKA SURAT
26.04.2021	BERITA HARIAN	NASIONAL	12

Peniaga daging mahu harga dikaji semula

Arau: Kekurangan lembu tempatan dan kebergantungan kepada lembu import mungkin menyebabkan peniaga daging di Perlis tetap mahukan harga daging dalam Skim Harga Maksimum Musim Perayaan Hari Raya Puasa (SHMMP) 2021, dikaji semula.

Pengerusi Jawatankuasa Perumahan dan Kerajaan Tempatan, Penaja dan Peniaga Kecil, Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan, Pembangunan Usahawan dan Industri Kecil dan Sederhana negeri, Azizan Sulaiman, berkata walaupun tiada laporan rasmi mengenai perkara itu di Perlis, pihaknya tetap memantau perkembangan berkenaan.

"Saya melihat ada rungutan dan gesaan supaya harga RM34 untuk daging segar yang ditetapkan dalam SHMMP dikaji semula, namun kita di pihak kerajaan negeri masih belum menerima laporan rasmi mengenai perkara berkenaan.

"Saya tidak menolak kemungkinan kekurangan lembu tempatan serta kebergantungan kepada lembu import, terutama dari Thailand menyebabkan harga daging segar dikatakan meningkat naik bagi musim perayaan ini," katanya selepas merasmikan program Kempen Hargai Ma-



Azizan (empat dari kanan) bersama Shamsuharizal (lima dari kanan) menunjukkan mangkuk tingkat digunakan bagi mengisi juadah pada program Kempen Hargai Makanan Elakkan Pembaziran di Bazar Ramadan Arau, semalam. (Foto Alzat Sharif/B11)

kanan Elakkan Pembaziran di Bazar Ramadan Arau, di sini, semalam.

Dalam perkembangan lain, beliau berkata, tiada sebarang kenaikan harga minyak masak bersubsidi dikesan di Perlis seperti didakwa sesetengah pihak.

"Harga minyak masak, terutama satu kilogram masih kekal RM2.50, harga minyak masak botol juga kekal mengikut jumlah

berat isi padu yang dibotolkan. Diharapkan semua pihak dapat mematuhi SHMMP 2021 dan tidak sesuka hati menaikkan harga barangan ditetapkan," katanya.

Terdahulu ketika berucap pada majlis berkenaan, Azizan berkata, kajian Perbadanan Pengurusan Sisa Pepejal dan Pembersihan Awam (SWCorp) mendapati, sisa makanan yang dilupuskan di

tapak pelupusan sampah seluruh Malaysia adalah sekitar 44.5 peratus atau bersamaan 17,000 tan sehari.

"Jumlah itu boleh memberi makan 3 juta orang sehari dengan tiga kali hidangan daripada sarapan, makan tengah hari dan makan malam. Di Perlis sahaja, sisa makanan direkodkan sehari adalah 35.9 peratus atau 52.5 tan di mana ia boleh memberi makan 1,300 orang dengan tiga kali hidangan.

"Pembaziran ini lazimnya pada Ramadan terutama di bazar Ramadan, hotel serta restoran yang menganjurkan bufet berbuka puasa di mana sisa makanan yang tidak habis akan dibuang sahaja selepas itu," katanya.

Terdahulu, Azizan bersama Pengarah SWCorp Negeri Perlis, Shamsuharizal Basir bersama-sama meninjau perjalanan operasi peniaga Bazar Ramadan Arau di samping memberi penerangan dan gesaan untuk mengelakkan pembaziran makanan serta mengurangkan penggunaan beg plastik dalam kalangan peniaga.

Pengunjung bazar Ramadan di galak membawa mangkuk tingkat dalam usaha mengelakkan pembaziran serta penggunaan beg plastik.